



Country Club Hospitality & Holidays Ltd monetizes non-core assets

HYDERABAD, 24th February, 2015: Country Club Hospitality & Holidays Ltd, a leading integrated leisure hospitality & holiday company, has successfully monetized a surplus non-core asset in Maharashtra for INR 45 million. The proceeds are utilized for reducing debt. Further the company is actively looking to monetize non-core assets to the tune of 1 billion as part of its overall strategy to reduce debt.

Country Club Hospitality & Holidays has also implemented a price increase with immediate effect of about 15% in the membership charges, which should result in increased revenue and improved margins.

In celebration of 25 year silver jubilee CCHHL has announced a loyalty reward for its esteem members in the form of "Gymkhana Pricing" on its F&B services across all its locations, which has received good response. As a result of this strategy the company has already witnessed an increase in member footfalls to its properties, which is expected to translate to higher recurring F&B revenues and future membership revenues.

Country Club Hospitality & Holidays Ltd is the only listed integrated company in leisure hospitality and holiday business. Country Club offers its members, family holidays, fitness & recreational facilities and star-studded entertainment events. The company is committed to promote facilities, which ensure that families spend quality time together. The company has presence of operations in over 100 locations, including international destinations such as Dubai, Bangkok, Sri Lanka etc.

About Country Club Hospitality & Holidays Limited (<http://www.countryclubindia.net>)
(NSE: CCHHL, BSE: 526550)

Recognized by the Limca Book of Records as 'India's Biggest Chain of Family Clubs', Country Club Hospitality & Holidays Limited ("CCHHL") (previously known as Country Club India Ltd), also offers its members, family holidays, fitness & recreational facilities and star-studded entertainment events. Country Club's facebook page has over 450,000 subscribers which stands tall as a testament of the robust member base.

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For COUNTRY CLUB HOSPITALITY & HOLIDAYS LIMITED



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COUNTRY CLUB HOSPITALITY & HOLIDAYS LIMITED

(Formerly known as Country Club (India) Limited)

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